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La Société Internationale pour l'Enseignement Commercial The International Society for Business Education

## Visit our website:

- <http://siec-isbe.org> for all the latest information
- Next newsletter deadline is **Feb. 15, 2017**

## Are You Ready for Puerto Rico?



**89<sup>th</sup> International Conference**  
**July 23 – July 29, 2017**

**Conference Theme:**  
**Internationalization of Education: A Why and How Perspective**

**For more information check out this issue (pages 4-6) and our website at:**

<http://www.siec-isbe.org/conferences.html>.

January 2017

Volume 11, Number 2

## President's Message Petra Bragadóttir, International President



Dear SIEC-ISBE Friends

I hope the holiday season has given you a chance to relax, prepare and gather strength for the upcoming semester. As we welcome 2017, it is now time to plan ahead and take advantage of the many activities that will help you as a teaching professional. SIEC-ISBE offers many opportunities to meet with colleagues from all over the world and has already planned several conferences for SIEC-ISBE members.

The Executive Committee will have their annual meeting in San Juan, Puerto Rico, on January 13-15<sup>th</sup>. Many of SIEC-ISBE members will also attend the NBEA Annual Con-

vention in Chicago on April 11-15<sup>th</sup> where the U.S. Chapter will have their annual meeting and an ISBE reception will be held.

Juanita Rodriguez and her organizing committee in Puerto Rico are preparing for the 89<sup>th</sup> International Conference that will be taking place in San Juan on July 23-29, 2017. The theme,

***Internationalization of Education: A Why and How Perspective***, will give us all the opportunity to explore the unique issues, tools, and teaching strategies that will help us prepare our students for the challenges of the global economy. We hope to have a large turnout and that many of you have already started making plans to

share your expertise and attend. Conference information and a call for proposals can be accessed from our website at <http://www.siec-isbe.org/conferences.html>.

It is my sincere hope that you enjoy all the opportunities SIEC-ISBE is offering to meet colleagues in Business Education from all over the world. The conferences supply an opportunity to expand your professional network, which is becoming increasingly important in today's modern society. I will certainly be looking forward to meeting SIEC-ISBE friends, both old and new, in the upcoming year and wish everyone a very prosperous 2017.

Warm SIEC Regards from Iceland

Petra Bragadóttir  
**International President**  
**2013-2017**

## We Want to Hear From You!

Please share your ideas, news, or anything of interest with business educators around the world (see page 11). Articles and/or announcements to include in the next newsletter can be sent to:

Judee Timm, Newsletter Editor  
[jtimmm@mpc.edu](mailto:jtimmm@mpc.edu)

# Evaluation of the SIEC-ISBE Conference in Graz 2016

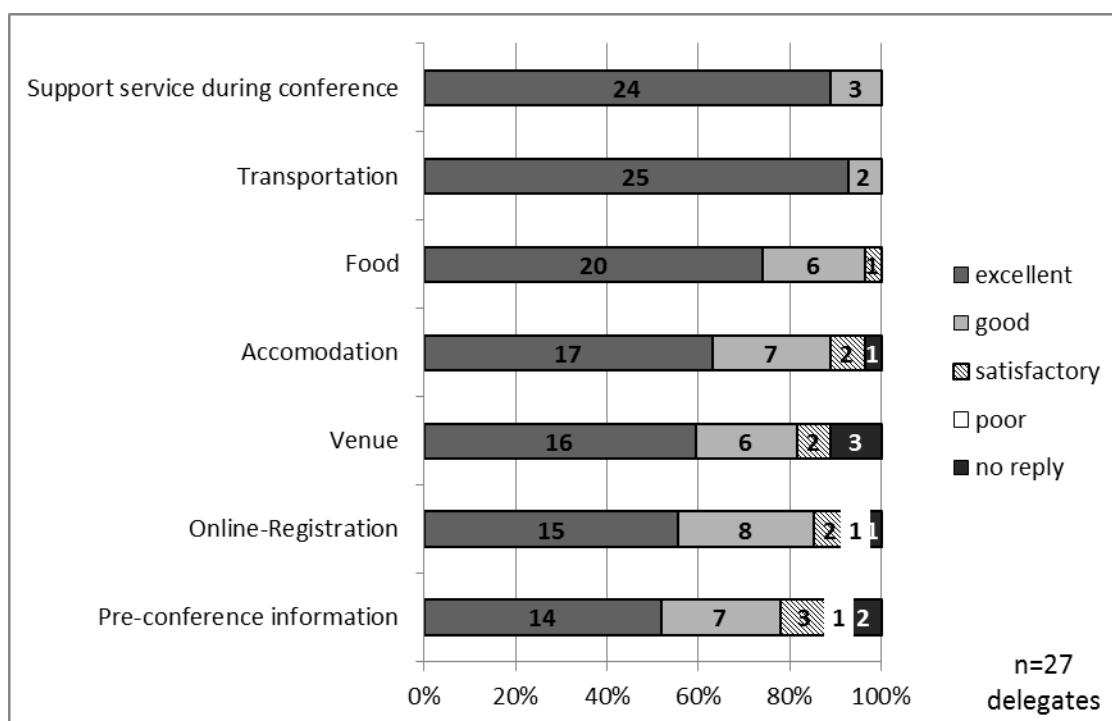
Elisabeth Riebenbauer & Michaela Stock



First, we want to thank all participants who provided us with feedback via questionnaire at the end of the conference (response rate 33.7%). This report aims to give a short overview of the evaluation of the organization and the program for delegates and accompanying persons.

## Organization of the conference

Ninety percent of the delegates rated the overall conference organization as excellent or good. The assessment of particular aspects is shown in following chart.



Further comments on the questionnaires included congratulations to a very good organization and appreciation of the helpful and friendly organization team. One participant stated a problem with paying via bank transfer. The possibility to pay the registration fee via credit card is desired.

The main reasons for booking the 3-day option were private, time and financial reasons. (Continue on page 3.)

### **Program for delegates and accompanying persons**

One hundred percent of the accompanying persons and 81.4% of the delegates evaluated the program in general as excellent or good. Comments included that the conference was: highly appreciated, had an interesting and important conference theme, and offered a the motivating keynote and impressive speakers. It was positive that there was enough time to relax also before the evening events and to have time for networking.



Regarding the concurrent sessions and workshops, there were positive comments about the interesting topics, the inspiring presentations and the large number of attending participants at these sessions. Suggestions for improvements identified concerns regarding the limited interaction with the audience. Presenters should be more active with participants and should plan more time for discussion. Some respondents also requested more practice-oriented presentations highlighting best practice experiences for the classroom. The company visits and tours were appreciated too.

### **Lessons learned for future conferences**

A good organization with a helpful team on site as well as an interesting and diverse program for delegates and accompanying persons is very important for the satisfaction of the participants. As SIEC-ISBE members value the exchange with national and international colleagues, they want to have interactive sessions and possibilities to discuss and share ideas with keynote speakers and session presenters.

To complete a successful conference, a balanced accompanying persons' program and local pre- and post-conference tours are important. It is best to have tours which are organized only for SIEC-ISBE participants.

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*Meeting SIEC Friends: Les Preisner (Poland), Olha Hrynkevych (Ukraine), Lila Waldman (USA), and Ulyana Sadova (Ukraine) in Krakow, Poland, September 2016.*

# SIEC-ISBE Conference 2017

*In cooperation with the University of Puerto Rico and Meet Puerto Rico Agency*

## Internationalization of Education: A Why and How Perspective July 23-29, 2017 in San Juan, Puerto Rico (USA)

### **Tentative Program - Delegates**

#### ***Sunday, July 23***

Registration  
First Timer's Meeting  
Welcome Dinner

#### ***Monday, July 24***

Registration  
Welcome and Greetings  
Opening General Session  
Concurrent Sessions  
First Assembly of Delegates  
Guided Tour to Old San Juan City  
Dinner

#### ***Tuesday, July 25***

Second General Session  
Concurrent Sessions  
Visit to Bacardi Rum Manufacturing Company

#### ***Wednesday, July 26***

Company Visits and Guided Tour in Ponce City  
Dinner at Ponce Hilton Hotel

#### ***Thursday, July 27***

Third General Session  
Concurrent Sessions  
Visit to Los Cidrines  
Chapter's Meeting

#### ***Friday, July 28***

Closing General Session  
Second Assembly of Delegates  
Concurrent Sessions  
Cocktails and Dinner

### **Tentative Program - Accompanying Persons**

#### ***Sunday, July 23***

Registration  
First Timer's Meeting  
Welcome Dinner

#### ***Monday, July 24***

Registration  
Welcome and Greetings  
Opening General Session  
Spanish or Salsa Lessons  
Guided Tour to Old San Juan City

#### ***Tuesday, July 25***

Visit to Caguas City  
Spanish or Salsa Lessons  
Visit to Bacardi Rum Manufacturing Company

#### ***Wednesday, July 26***

Company Visits and Guided Tour in Ponce City  
Dinner at Ponce Hilton Hotel

#### ***Thursday, July 27***

Visit to Plazas Las Americas Mall  
Visit to Fundación Luis Muñoz Marín

#### ***Friday, July 28***

Visit to the Museum of the University of Puerto Rico and to Botanic Garden  
Visit to Los Cidrines  
Cocktails and Dinner

# Welcome To



There are plenty of activities to look forward to. So mark those calendars and get ready to join us for another great and wonderful conference! More information and a “call for presentations” is posted on our SIEC-ISBE website (<http://www.siec-isbe.org/conferences.html>). This promises to be a one-of-kind educational experience!

### Conference Registration

Conference fee for delegates or Accompanying Persons

\$640.00	June 1 <sup>st</sup> 2017 (five days)
\$400.00	June 1 <sup>st</sup> 2017 (three days)
\$740.00	After June 1 <sup>st</sup> 2017 (five days)
\$500.00	After June 1 <sup>st</sup> 2017 (three days)

### Accommodations

Condado Plaza	\$129.00
Condado Hilton Hotel	\$129.00
Condado Marriott Hotel	\$164.00

### Pre- and Post-Conference Tours

Tours will be offered in cooperation with the travel agency, Madrid Travel (787 756-8590).

You may select and pay for excursions individually. Possible choices include:

#### *Pre-Tours*

Tropical Forest El Yunque  
Vieques  
Culebra  
Las Cabezas de San Juan

#### *Post-Tours*

Saint Thomas  
Island Road Trip



# Call for Workshops, Presentations and Posters

89<sup>th</sup> International Conference 2017

San Juan, Puerto Rico

July 23 – July 29, 2017

**Conference Theme: Internationalization of Education: A Why and How Perspective**

Globalization is the flow of technology, economy, knowledge, people, values, and ideas across the borders. It affects each country differently under the history, traditions, culture and priorities of each nation. The internationalization of education is one of the ways in which a country responds to the impact of globalization that respects the idiosyncrasies of the nation. The internationalization of education is the process of integrating the international and intercultural dimension into teaching, research and service. Internationalization is a dynamic process and not a set of isolated activities.

## **Presenters might focus on:**

- internationalization of education: perspectives of why and how
- strategies to integrate the international and intercultural dimension into education
- technology as a tool for internationalization of education
- integration of internationalization in the curriculum
- partnerships as a means to internationalize education
- students and faculty mobility
- practice and research on business teaching and learning

## **Conference Formats**

Members are encouraged to submit research-based and/or practice-based proposals that support learning and teaching. Practice-based proposals may explain a project or activity that is valuable to the classroom teacher.

Presenters should also focus on the interaction with the audience and on the benefit of their results with best-practice examples and practical applications showing how to use the results in classroom.

## **Types of Pedagogical Sessions for 2017 are:**

### **Workshop**

Must address the topic given

90-minute session

Consists of an introduction, discussion and/or activity

Is an interactive session

Includes a 20–30 minutes for an overview

The remainder of the session should be an interactive activity (participants expect to be involved)

### **Presentation**

Can address the topic given or other topics relevant for business educators

60-minute session

The topic is of immediate interest to the participants

Consists of a presentation (between 30 and 40 minutes) and discussion

Can be used as a round table from different countries to present a shared project *(Continue on page 6.)*

### Poster

Can be research-based or practice-based  
May be from an educational institution and provide information about programs or projects  
Topic is of immediate interest to the participants  
Should encourage young researchers  
Includes a short introduction within a poster session

### Proposal Submissions

Proposals for workshops, presentations and posters should be submitted to your country's Professional Development Committee (PDC) member or to Elisabeth Riebenbauer (e-mail: [elisabeth.riebenbauer@uni-graz.at](mailto:elisabeth.riebenbauer@uni-graz.at)) by **January 31, 2017**.

Please use the **PDC-Submission Form** you will find on <http://www.siec-isbe.org/conferences.html>. The review board of the Committee will evaluate the submissions and select those for inclusion in the conference program 2017. Notification of this decision will be made by **February 28, 2017**. If you need more information, don't hesitate to contact your national PDC member or Elisabeth Riebenbauer.

### Presenter Requirements

All presenters must:

- Be members of SIEC-ISBE in order to present at the conference. If the presenter's home country has a SIEC-ISBE chapter, he/she must join that national chapter. If the presenter is from a country without a national chapter, membership information is available at [www.siec-isbe.org](http://www.siec-isbe.org)
- Register for the conference. If membership and registration are not completed by **June 1, 2017**, you will be removed from the program 2017.

### Proposal Evaluation Criteria

The PDC will use the following evaluation criteria for 2017 proposals. All proposals will be blind peer-reviewed for content and quality. Priority will be given to proposals which:

Follow the conference theme (presentations exempted),  
Are of interest to conference participants,  
Have well-qualified presenters,  
Involve conference participants,  
Follow the pro forma guidelines.

Additional considerations:

Priority will be given to new members and individuals who have not presented at a previous conference.  
Home country of presenter will be considered to encourage geographic diversity.

Workshops, presentations and posters are designed to exchange experiences and to learn from one another. All accepted workshop, presentation, and poster abstracts will be published in the conference proceedings once presented at the conference. Thank you for supporting our effort.

For the SIEC-ISBE Professional Development Committee

Mona Engberg (PDC-Chair)

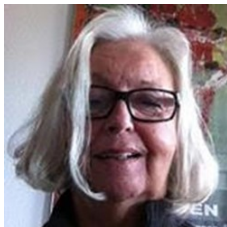
Elisabeth Riebenbauer (ISBE Austria)

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# Professional Development Committee

Mona Engberg, PDC Chair

In half a year (July 23 – 29, 2017) the 89<sup>th</sup> International SIEC Conference will take place in San Juan, Puerto Rico! The theme of the conference is *Internationalization of Education: A Why and How Perspective!*



The call for proposals to be presented at the conference was sent out in December and can also be accessed from our website at <http://www.siec-isbe.org/conferences.html>.

This year's theme is extremely important, since internationalization of education is one of the ways in which a country responds to the impact of globalization. Globalization, as being the flow of technology, economy, knowledge, people, values, and ideas across the borders, affects each country differently under the history, traditions, culture and priorities of each nation. It is a dynamic process and not a set of isolated activities.

So we really hope to receive many proposals for either presentations, workshops or posters, designed to exchange experiences and learn from one another. Proposals should be submitted to your country's member of the Professional Development Committee (PDC) or to Elisabeth Riebenbauer ([elisabeth.riebenbauer@uni-graz.at](mailto:elisabeth.riebenbauer@uni-graz.at)) by January 31, 2017.

Ideas from the marketplace in Graz are hopefully still being carried out. A new suggestion has been put forward that we introduce each chapter on Facebook!

I have made contact with the Czech Ministry of Education and some schools in the Czech Republic (former partners), to ask them to join SIEC and maybe host a conference in Prague. They were quite positive – nothing confirmed yet.

Hope to see you soon in Puerto Rico!

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## SIEC Sweden Visit to Jajja Media Group 20th September 2016



Seventeen teachers and other SIEC members visited Jajja's main office a late afternoon in the south of Stockholm. Ludwig Olofsson informed us about Jajja Media Group. They are the leading digital agency in the Nordic countries.

Jajja's presentation of their company outlined their mission as follows: "With a comprehensive offering within digital marketing, Jajja helps the customers maximize their presence via digital channels. We are working actively with analysis, search engine optimization and development of websites, digital advertising with a digital strategy based on which channels are to be subject to retargeting for maximum efficiency."

Ludwig Olofsson also told us about how they believe consumers are going to use the web in the future. As consumers, we are now looking for suppliers, not the other way around as it used to be.

We were also informed about *Content Marketing* where instead of communicating about a company's products and services, the company must start with the target group's needs. Instead of campaigning, companies must plan to create relevant, engaging content over time.

Jajja media has also a branch in Dubai.

We can recommend the Jajja newsletter (<https://www.jajja.com/>) — a magazine for customers and teachers interested in digital marketing.

We were all very pleased to be able to travel into the future with Jajja!

*Gunilla Möllerswärd*



*Presentation Given to Swedish Business Educators at Jajja*

# Digitization of Vocational Education

Seminar organized by SIEC Germany in Hanover

November 11-12, 2016

Dr. Sabine Gillitzer, Germany

Not many of our international members know where the German Federal State of Lower Saxony is located. We chose Hanover, the capital of Lower Saxony, as the location for our seminar because the idea for establishing SIEC 115 years ago came from Brunswick in Lower Saxony and several of our members come from this area.

Digitization is big issue in Germany these days. Many initiatives funded by the Federal Government focus on the effects of digitization for the future job requirements. Most of these projects are seen in the context of what is called "Industry 4.0," and the focus is on the changes in manufacturing. Only now some projects are starting to explore the effects in the field of business education. Therefore, our seminar drew much attention. We had 40 participants, among them several SIEC friends.

Retailers do invest a lot in training their employees using modern distance learning environments that can be adapted to different levels ranging from semi-skilled to advanced level work. The university of applied sciences are helping them in Germany. Vocational schools also have the possibility of using these tools. Kerstin Baumgarten from the zbb (Zentralstelle für Berufsbildung im Handel) coordinates the learning environments and demonstrated how they work.



ERP-Software like Microsoft Dynamics NAV is used in almost every industry. Our students do use such systems at their workplace. However, they never get the chance to look beyond the single desk. So vocational schools should use such software products to show how the work and to demonstrate how the links of value chain of the company fit together. We had two colleagues from Baden-Württemberg reporting from their huge experience in using ERP-software in their school.

Data security and data protection are important aspects in a digitized environment. So part of the seminar's program was an initiative that trains students from vocational schools to become disseminators that help their colleagues in the training company to keep up with the requirements in this field.

One of our speakers was Reto Wegmüller from Zug in Switzerland. I had met him during the German speaking conference this May and immediately invited him to give a presentation at our seminar in November. He told the audience about the change process that his school made when they started with introducing a BYOD-concept (BYOD = bring your own device).

Another speaker was our member, Professor Karl-Heinz Gerholz, from the University of Bamberg. He reported together with his faculty member, Markus Dormann, how learning situations have to be redesigned in order to meet the new needs. It was fascinating to see how small changes do make a big difference. But it also showed the seminar participants that the demands on teachers concerning the control of digital technology do not come to an end in dealing with the common software of an industry. (*Continue on page 10.*)



A long-time member of SIEC-ISBE as affiliated with the US Chapter through the Bermuda Business Education Association, Violet Brangman passed away in May 2016. Violet was retired business education teacher and treasurer of the Bermuda Business Education Association. Her presence at our many conferences will be missed.

Mathias Conrad from the University of Konstanz talked about the empirical results of his study that analyzed the effects of using tablets in business education. There is a small positive effect concerning the motivation of boys who are playing computers games during their leisure time. The other students did not profit from this kind of digitization of vocational education. Especially irritating was the finding that training students to improve their capabilities to search on the internet did not make a difference.

Hopefully, many of you already know the ICDL (International Computer Driving License) respectively the ECDL (European Computer Driving License). This is a certificate that ensures that its holder has met the standards that by the ICDL/ECDL organization. In the beginning you could only earn the certificate for your knowledge on office software and hardware. Nowadays there exist several options to receive the certificate. The ICDL/ECDL is an interesting option not only for all students who consider applying for a job abroad but also for the vocational schools which get a chance to demonstrate how successfully they are teaching.

Last but not least, Kai Seiffert, a teacher at the Erich Gutenberg Berufskolleg from Cologne, demonstrated what his school is experimenting. For example sick students can stay at home and follow the lessons using video conferencing tools. They also use virtual reality glasses when the students are doing a project on how office workplaces should be equipped in order to ensure that they are ergonomic.

Part of the program was a company visit at Madsack Media Group. This is publishing house that owns several newspapers in northern and eastern Germany. They are also facing the need to adapt to the change in the media business due to digitization. Everybody received a voucher to test their digital products.

Apart from the official program, we had many good discussions during the breaks and in the evening. Not only the participants but also the speakers enjoyed the seminar very much. Markus Dormann and two participants have become new members after the seminar.

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## Five Things You Can Do To Promote SIEC-ISBE Membership

Irina Weisblat, ISBE-USA President



Despite all the joys and benefits of belonging to the international organization, *La Societe Internationale pour l'Enseignement Commercial (SIEC)*, many of the national chapters seem to be experiencing a decline in membership. The USA Chapter has been putting more effort to maintain and increase its membership. Several state and regional conferences were attended by our membership directors to recruit new members. This is in addition to the long list of action items that the Executive Board compiled with the intention to draw interest to our organization.

Still, the problem persists. On a personal level, each of us can do a few little things that may contribute to the larger task of promoting our organization. Here are five things that you can do:

### Email Signature

Include a hyperlink to ISBE to your personal and professional email. Let your colleagues, students, and a wider circle of friends know that you are a proud member of SIEC-ISBE. For example, my professional e-mail signature reads:

**Irina Weisblat, Ed.D.** / Assistant Professor  
The Forbes School of Business at Ashford University  
[International Society of Business Education](#) – ISBE-USA President  
*Technology Changes Everything™*

Usually, when people see a hyperlink, they tend to click on it. As a minimum, this directs some 'traffic' to our website. Possibly, some will decide to join.

Also, why not to add something like "*A proud member of SIEC-ISBE for 10 years*" on your business card? (Continue on page 11.)

### Online Classes

In your introduction or biography posted in online platform, let your students know that you belong to an international organization of business educators, SIEC-ISBE. Tell them about importance of volunteer work and contributions to the community on the local, national, and international level. Again, include a hyperlink to ISBE website.

### Face-to-Face Classes

On the first day of class, in your face-to-face classes, talk about importance of social responsibility, volunteerism, service, and leadership. Tell your students that professional organizations like SIEC-ISBE provide their members with multiple leadership and mentorship opportunities, which are invaluable in preparing students for the real-life, highly competitive marketplace. Bring flyers to the classroom with the information about SIEC-ISBE and how to join.

### School and Department Meetings

Talk to people about your membership in SIEC-ISBE. Tell them about your wonderful experiences during international conferences, the opportunities to collaborate with colleagues from other countries and make new friends. Again, pass out your business cards with the ISBE website and bring some flyers with the information about SIEC-ISBE and membership information. This approach can be also practiced at private functions, workshops, and other events where business educators gather.

### Gift a SIEC-ISBE Membership

Running out of ideas for holiday or birthday gifts or cannot decide how to reward your best employees? Give a gift of membership in SIEC-ISBE not only it will be appreciated, but it will also help create a stronger bond with the people you care about.

Can you add more ideas to this list? Super! Please share.

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## SIEC-ISBE NEWSLETTER GUIDELINES

Next Deadline for Submissions: February 15, 2017

The SIEC-ISBE Newsletter is published three to four times per year.

Submissions may be made in the author's native language. If submitting in any language other than English, a brief description of the content, in English, should be included at the end of the article.

*Appropriate submissions include:*

- ◆ Teaching tips
- ◆ Technology tips
- ◆ Lesson plans
- ◆ Classroom activities
- ◆ Descriptions of teacher and/or student exchanges
- ◆ Opportunities for teacher and/or student exchanges
- ◆ News that would appeal to SIEC-ISBE members
- ◆ Transitions—Births, deaths, marriages, job changes, etc.



*The requirements for submission are:*

- ◆ Word 2003 or higher software ONLY
- ◆ 12-point font, single-spaced
- ◆ Include your name, school affiliation, and a digital picture of the author with the manuscript
- ◆ Photos that describe the activity may be included and should include the full names and countries of everyone in the picture, the event where the picture was taken and the name of the photographer

Submissions for the newsletter can be made to:

Dr. Judee Timm, Newsletter Editor  
[jtimmm@mpc.edu](mailto:jtimmm@mpc.edu)

# International Journal of Business Education

## Call for Papers

*International Journal of Business Education* is a refereed journal and a publication of the SIEC organization. All manuscripts will receive a blind review by a minimum of three external reviewers, ideally one from each of the three SIEC regions. Accepted manuscripts will be published in the next issue of the *International Journal of Business Education*. The submission process is ongoing throughout the year. Authors will receive notification of acceptance within 120 days of manuscript receipt. Accepted manuscripts will be published online once the review process is complete. Each April, all manuscripts accepted throughout the year will be bound into one publication.

The purpose of the *International Journal of Business Education* is to provide international business educators with articles concerning current and/or future teaching strategies in business education, research-based articles on business education, and technology ideas for business education.

### Publishing Guidelines:

- \* All manuscripts should follow the APA 6.0 style, including references
- \* Length—2—10 pages, including references which do NOT have to be on a separate page
- \* Single-spaced, left justified with one blank line between paragraphs and before/after headings. ***No other formatting should be used.***
- \* Word 2003 or higher software ONLY
- \* Font should be Calibri only.
- \* All graphics should be encased in a box.
- \* Margins should be 1-inch
- \* No header or footer should be included
- \* No page numbers
- \* A title page that includes the manuscript title and author(s) name, name and address of institution, email address, and telephone number for primary author must be included
- \* All submissions must be electronic format. Send to [tdavis2@illinoisstate.edu](mailto:tdavis2@illinoisstate.edu)
- \* Primary author must be a member of his/her respective SIEC Chapter
- \* Manuscript cannot be under consideration by another publication at the time of submission to SIEC
- \* *International Journal of Business Education* may make suggestions for revisions. The editor will work with the author(s) to make the changes as needed
- \* The editor reserves the right to edit all manuscripts accepted for publication.

Please email your submissions to:  
Tamra Davis, Co-Editor  
International Journal of Business Education  
[tdavis2@illinoisstate.edu](mailto:tdavis2@illinoisstate.edu)

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**Upcoming Conferences:**

2017—Puerto Rico

2018 — Iceland

**SIEC-ISBE Executive Committee**

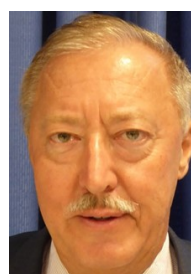
The premier  
professional  
international education  
organization for those  
engaged in business  
education



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**German-Speaking  
Chapters VP to SIEC:**

Hans Dietrich, Germany

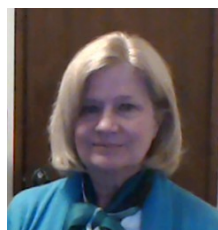
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**United States VP to  
SIEC:**

Judee Timm, USA

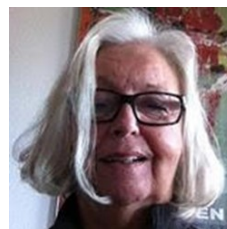
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**[HTTP://WWW.SIEC-ISBE.ORG](http://www.siec-isbe.org)**

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